

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of enabling redemption of a first coupon, the first coupon being printed on a surface and including machine-readable coded data that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data, the method comprising the steps, performed in a computer system, of:

~~sensing, using a sensing device, the machine-readable coded data to generate interaction data, the interaction data comprising identity data and position data identifying a position of the sensing device relative to the coupon;~~

~~receiving the interaction data representing interaction of the sensing device with the coded data, the interaction data enabling identifying the first coupon from the interaction data to be identified in the computer system;~~

~~transmitting information identifying the first coupon to a coupon administrator that is configured to redeem the first coupon on the basis of the information; and~~

~~receiving from the coupon administrator redemption information indicating redemption of the coupon.~~

2. (Currently amended) The method of claim 1, further including the steps, performed in the computer system, of:

~~receiving from the coupon administrator redemption information indicating redemption of the first coupon; and~~

transmitting an electronic message to a telecommunication address, the electronic message indicating the redemption.

3. (Currently amended) The method of claim 2, wherein the first coupon is disposed on a product label and includes human-readable information relating to the first coupon.

4. (Canceled)

5. (Currently amended) The method of claim 4, wherein the identity of at least some of the coded data includes a unique product item identifier label identifier.

6. (Canceled)

7. (Currently amended) The method of claim 5, wherein the unique product item identifier is an electronic product code.

8-9. (Canceled)

10. (Currently amended) The method of claim 1, wherein the interaction data includes further information in the form of a digital representation of writing or drawing on the first coupon by a user using the sensing device, the method further including the step: performed in the computer system, of transmitting the further information to the coupon administrator.

11. (Canceled)

12. (Currently amended) The method of claim 11, further including the step of ~~receiving, generating, movement data in the computer system, said movement data~~ representing movement of the sensing device relative to the first coupon and having been generated by the sensing device using at least some of the coded data.

13. (Currently Amended) The method of claim 1, wherein the surface includes at least one human-readable question, the interaction data being indicative of an answer provided to the at least one question by the user interacting with the first coupon using the sensing device, the method including the step of identifying the first coupon at least partially in reliance on the answer.

14-17. (Canceled)

18. (Currently Amended) A system for enabling redemption of a first coupon, the first coupon being printed on a surface and including machine-readable coded data that can be sensed by a sensing device configured to generate interaction data based on the sensed coded data, the system comprising:

~~a sensing device for sensing the machine-readable coded data to generate interaction data, the interaction data comprising identity data and position data identifying a position of the sensing device relative to the coupon; and~~

~~including a computer system programmed and configured to:~~

~~receive the interaction data representing interaction of the sensing device with the coded data; the interaction data enabling identify the first coupon to be identified in the computer system from the interaction data;~~

~~transmit information identifying the first coupon to a coupon administrator that is configured to redeem the first coupon on the basis of the information; and~~

~~receive from the coupon administrator, redemption information indicating redemption of the coupon.~~

19-27. (Canceled)

28. (Original) A product label including human-readable information and machine-readable coded data, the product label being configured for use with the method claim 1 or the system of claim 18.

29. (Currently amended) A method according to claim 1, ~~the coupon further including for enabling entry to a competition via machine-readable coded data on a competition entry form and the interaction data includes data representing interaction of the sensing device with coded data on the competition entry form on a printed label of a product, the method including further comprising the steps of:~~

~~capturing receiving, in a computer system, interaction data from a sensing device, the interaction data representing interaction of the sensing device with the coded data on the competition entry form; the interaction data allowing the competition entry to be electronically captured in the computer system; and~~

~~transmitting the competition entry captured data to a competition administrator.~~

30-38. (Canceled)